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**How come some of the
world's top companies buy
a \$159.95 dictating machine?**

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VOCA

This informative folder shows you how the new
Voca Dictating/Transcribing Machine
at only \$159.95

- SAVES YOU TIME AND MONEY.
- CUTS CORRESPONDENCE COSTS IN HALF.
- INCREASES YOUR FLOW OF CORRESPONDENCE.
- FREES YOUR SECRETARY FOR MORE IMPORTANT WORK.
- SAVES YOUR SECRETARY TIME.

VOCA CORPORATION, 274 MADISON AVENUE, NEW YORK, N.Y. 10016

(212) MU 5-8171

PRINTED IN USA

FIRST CLASS
PERMIT NO. 30249
NEW YORK, N.Y.

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No Postage Necessary if Mailed in United States

Postage will be paid by
VOCA CORPORATION
274 MADISON AVENUE
NEW YORK, N.Y. 10016, U.S.A.

You can use the **Voca** anywhere
— office, home, car, plane, train,
indoors, outdoors.



Comparison tests prove the only standard-size dictating/transcribing machine selling for under \$160 happens to be the finest of them all.

The patented new VOCA is manufactured in one of the world's largest electronic plants . . . it's a miracle of modern engineering, and at \$159.95 the VOCA equals or surpasses any other machine, regardless of price, in reliability as well as in performance and features.

The proof is in the features. Compare them with those of any machine at any price:

- You can use the **Voca** anywhere — office, home, car, plane, train, indoors, outdoors. Plug it into any regular electric outlet, or flick a switch and change instantly to battery operation. No adapters needed.
- The **Voca** is standard office size — yet truly portable.
- The **Voca** records on magnetic tape, by far the best medium. A single tape gives you 45 minutes of dictation, can be used over and over again (10,000 times and more!), and is easy and convenient to mail.
- "Drop-in" reel or magazine cassette load.
- Push-button controls are so easy to use that there is nothing to "learn."
- Full-view Automatic Scale Time Index instantly pinpoints dictation.
- Error-free dictation. You can correct dictation errors by recording right over them.
- Automatic volume control lets you shout or whisper without affecting the correct recording level.
- Three-position recording sensitivity control: for the noisy office, the private office, conference or interviews.
- All functions can be remote-controlled from the microphone. Just sit back and relax!
- Unlimited review — right from the microphone — of a word, a sentence or the entire tape.
- Unsurpassed fidelity. Voice reproduction is crystal clear.
- Two built-in speakers: one for private listening, the other for conference listening at full room volume.

VOCA

DICTATING MACHINE

\$159⁹⁵

Complete with dictating or transcribing accessories



Patent No. 199, 189; other patents pending.

THE VOCA IS COMPATIBLE WITH THE STENORETTE —
Tapes are interchangeable.

- Built-in 2-way telephone conversation recording device.
- Warning buzzer signals end of tape.
- Built-in charger for recharging nickel cadmium flashlight batteries.
- The solid-state **Voca** gives you the ultimate in dependability and long life. Fully transistorized, no tubes to burn out, no warm-up necessary.
- Precision manufactured in one of the world's largest and finest electronic plants.
- Uncompromising quality control is your assurance of continued peak performance.

For further information, mail the attached card. No postage necessary. Or telephone today.

For complete details on the new VOCA Dictating Machine, mail this postage-free card, or telephone TODAY.

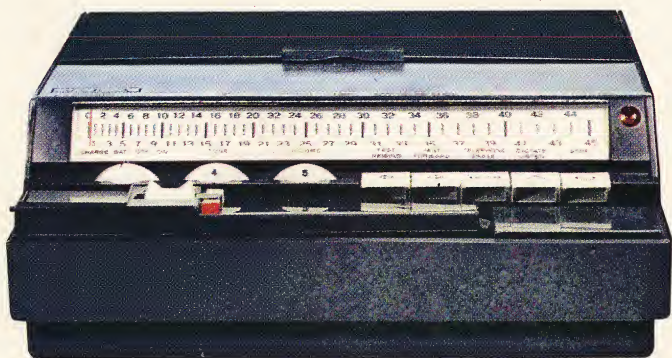
NAME _____ TITLE _____
(Please Print)

FIRM _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____

How much should a
really fine
dictating machine
COST?



THESE "BLUE CHIP" COMPANIES CAN EASILY
AFFORD THE HIGHER PRICED DICTATING MACHINES.
FIND OUT WHY THEY ARE BUYING THE

VOCA

DICTATING/TRANSCRIBING MACHINE AT ONLY \$159.95

• Alcoa • Gulf Oil • Home Life Insurance Company • Irish International Airlines • American Airlines
• Allied Chemical Corp. • University of Toronto • Union Carbide • Ford Motor Company • University of
Omaha • Dunlop Tire and Rubber Co. • Imperial Paper Company • Groliers Society Inc. • J. I. Case
Company • North American Van Lines • Mass. Mutual Life Insurance Co. • National Bank of Commerce
• General Motors • United States Lines • Goodyear Tire & Rubber Co. • Soldier Memorial Hospital
• Red Arrow Freight Lines • Data Processing Center, Inc. • Mercy Hospital • United Business Equipment
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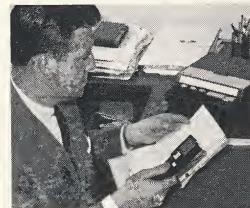
HOME LIFE INSURANCE
CO., NEW YORK
Alfred S. Bright
Manager

*"At Home Life, we need
dictating equipment we
can depend on... that's
why we selected VOCA."*



HOEGANES CORP.
Robert F. Nolan
Chairman of the Board

*"With my responsibilities
and extensive travel, I
must have a reliable
dictating machine that I
can use anywhere."*



M.P.A.
W. Marshall May
Vice-President

*"After looking at other
dictating machines, we
found the VOCA to have
more features and better
voice reproduction."*

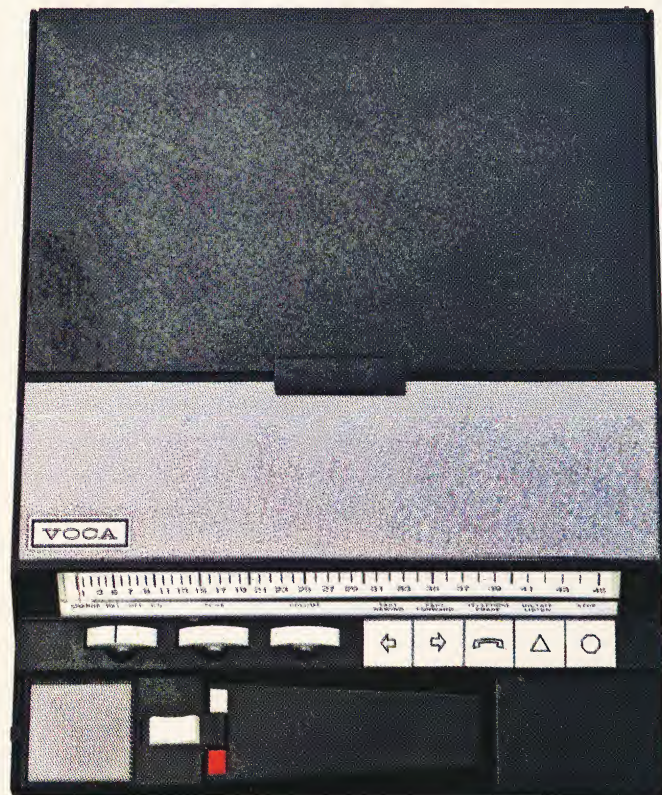


**Your Voca saves you time
and money as it helps both you
and your secretary to a shorter,
more efficient workday.**

With the Voca you never need to tie up your secretary for dictation. She's free to do other important work. Use your Voca to clean up correspondence, detail and paper work.

Voca records conferences: Voca's automatic volume control picks up a shout or a whisper at the correct recording level and plays it all back crystal clear at full room volume or quietly for private listening. You never need your secretary to take notes at meetings when your Voca is there.

Voca is portable: Your Voca is standard office size—yet truly portable. Take it home or away with you in its own carrying case. Use it anywhere—plane, train, boat, indoors or outdoors. Voca is the only dictating machine you can plug into any standard AC outlet, or change instantly to battery operation at the flick of a switch. No adapters needed. With the Voca you always have a personal secretary with you 24 hours a day.



**This \$159.95
dictating/transcribing
machine equals or surpasses
any of the best-known brands,
regardless of price!**

Postage will be paid by
VOCA CORPORATION
274 MADISON AVE.
NEW YORK, N. Y. 10016

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Don't pay more than **\$159.95**

There are approximately six well-known dictating machines on the market today, ranging from \$249.50 to \$800. The Voca costs \$159.95.

If you pay more than that for a dictating machine, it will mean just that. You've paid more. But you won't get a finer machine. No standard-size dictator/transcriber is better than the Voca. Yet the Voca costs considerably less.

How did they do it? From the beginning. That's when Voca said, "Why should a good dictating machine cost so much? Let's start from the beginning and reinvent the dictating machine. By using all the latest space-age techniques, maybe we can make a better product, and at the same time reduce manufacturing costs." And that's just what happened. Voca's engineers found a way of revising the concept of dictating machines so that new features were incorporated from the start, rather than added to the machine, and standard features were redesigned to perform with superior effectiveness.

After the machine was perfected, Voca's next problem was to manufacture it at an incomparably low cost. At first, it seemed impossible. One manufacturing method after another was examined and discarded. Only after developing entirely new production techniques was Voca able to offer its machine at the price it had in mind. And even with these special techniques, the Voca could not be made to sell at \$159.95 if it were not manufactured in one of the world's largest electronic plants possessing the most sophisticated production and quality control facilities.

What do we offer for \$159.95? The most versatile machine made. Voca has more features than any of the other well-known brands of dictating machines at any price. Use it in the office, plugged into an electric outlet. Or flick a switch and instantly convert to battery operation for use outdoors, plane, car, train, boat—anywhere. No extra adapters needed. The solid-state Voca operates on transistors. There are no tubes to burn out. No warm-up necessary. And the Voca batteries are rechargeable, with the charger built right in, at no extra cost. No matter how you're recording, whether you shout or whisper, the Voca automatically records at correct fidelity. If you're recording in a noisy office, a quiet one, or at a conference, the sensitivity control adjusts to the correct recording level. If you're recording a telephone conversation, the Voca records both ends, local or long distance. And you may dictate right into your Voca from any outside telephone located anywhere in the world. There are two built-in speakers for listening; one for private listening, one for conference listening at full room volume. And the Voca gives you perfect fidelity, crystal-clear voice reproduction every time.

The Voca records on magnetic tape, the very best medium. The tapes run for either 15, 30 or 45 minutes and can be reused over 10,000 times. If you make a mistake, you can correct your error by recording right over it. If you're looking for a word, a phrase, or a whole piece of dictation, the Automatic Scale Time Index will pinpoint it for you. And all of the Voca's functions can be remote-controlled right from the microphone.

So why pay more than \$159.95 for a fine dictating machine, when there's no better or more convenient machine made than Voca? Not just in this price range. But at any price at all. All because Voca believed there was something new under the sun, and set about to invent it.

The proof is in the features.

COMPARE THEM WITH THOSE OF ANY MACHINE AT ANY PRICE:

- You can use the VOCA anywhere — office, home, car, plane, train, indoors, outdoors. Plug it into any regular electric outlet, or flick a switch and change instantly to battery operation. No adapters needed.
- The VOCA is standard office size—yet truly portable.
- The VOCA records on magnetic tape, by far the best medium. Tapes are available in 15, 30, and 45 minute, easy and convenient to mail, and may be used over and over again.
- "Drop-in" reel or magazine cassette load.
- Push-button controls are so easy to use that there is nothing to "learn."
- Full-view Automatic Scale Time Index instantly pinpoints dictation.
- Error-free dictation. You can correct dictation errors by recording right over them.
- Automatic volume control adjusts to any voice level without affecting the correct recording level.
- Three-position recording sensitivity control: for the noisy office, the private office, conference or interviews.
- All functions can be remote-controlled from the microphone. Just sit back and relax.
- Unlimited review—right from the microphone—of a word, a sentence or your entire dictation.
- Unsurpassed fidelity. Voice reproduction is crystal clear.
- Two built-in speakers: one for private listening, the other for conference listening at full room volume.
- Built-in 2 way telephone conversation recording device. Also permits you to dictate from any telephone anywhere.
- Built-in charger for recharging nickel cadmium flashlight batteries.
- The solid-state VOCA gives you the ultimate in dependability and long life. Fully transistorized, no tubes to burn out, no warm-up necessary.
- Precision manufactured in one of the world's largest and finest electronic plants.
- Uncompromising quality control is your assurance of continued peak performance.
- Secretary may listen, from featherweight earphone, stethoclip, or built in speaker.
- Secretarial three position foot control—start, stop, backspace review.

THE VOCA IS COMPATIBLE WITH THE STENORETTE—
Tapes are interchangeable.

For complete details on the new VOCA Dictating Machine, mail this postage-free card, or telephone TODAY.

VOCA CORPORATION
274 MADISON AVENUE
NEW YORK, N. Y. 10016,
Telephone: (212) MU 5-8171

Please send me complete details
on the new Voca dictating machine.

Name _____
(Please Print)

Firm _____ Phone _____

Address _____

City _____ State _____

Believe it or not, the only standard-size dictating/transcribing machine selling for less than \$160 outperforms the six other nationally advertised brands from \$249.50 to \$800!



Patent Nos. 3,243,133; 199,189, other patents pending.

VOCA ONLY **\$159⁹⁵**
complete with dictating
or transcribing accessories



Take and use your Voca anywhere
in its handsome, executive carrying case—
office, home, car, plane, train, indoors, outdoors.



- THE VOCA IS**
- **A DICTATING MACHINE**
 - **A TRANSCRIBING MACHINE**
 - **COMPLETELY PORTABLE**



Murray Hill 5-8171

VOCA CORPORATION 274 MADISON AVENUE NEW YORK, N.Y. 10016

Sold To _____

Terms: _____ F.O.B.

Our Order No. _____

Date _____

Customer Order No. _____

Dept. No. _____

Shipping Date _____

Ship Via _____

Salesman _____

Confirmation
NecessaryYes ☐ No ☐
Please Check One

Special Instructions _____

ITEM NO.	QUANTITY	DESCRIPTION	PRICE	AMOUNT
500M		VOCA Dictating Machine/Microphone	\$ 159.95 ea.	
500T		VOCA Dictating Machine/Transcribing Kit	159.95 ea.	
500		VOCA Dictating/Transcribing Machine Basic Unit	129.95 ea.	
505		Dynamic Microphone	29.95 ea.	
506		Transcribing Kit (Foot Control, Earphone, Stethoclip)	29.95 ea.	
511		Telephone Recording Adapter	9.50 ea.	
508M		Telephone Monitoring Device	15.00 ea.	
615		Magnetic Tape Reel (15 min.) - Boxed 6 ea.	14.85	
630		Magnetic Tape Reel (30 min.) - Boxed 6 ea.	15.00	
645		Magnetic Tape Reel (45 min.) - Boxed 6 ea.	21.00	
635A		Magnetic Tape Reel (2 ea. -15 -30 -45 min.)-Boxed 6 ea.	17.00	
635C		Magnetic Tape Reel (3 ea. -30 -45 min.) -Boxed 6 ea.	18.00	
640		Magnetic Tape Cassette Magazine (40 min.) -Boxed 6 ea.	27.00	
600		Log Pad Package - 12 ea.	6.00	
602		Correspondence Folder Package - 4 ea.	3.00	
603		De Luxe Carrying Case	24.50 ea.	
605		Batteries, VOCA Nickle Cadmium (Set)	34.50 set	
		Sub-Total		
		City Sales Tax		
		Insured Maintenance Policy		
		State Tax		
		TOTAL		

TERMS OF SALE: All orders are subject to acceptance by VOCA Corp. All shipments are subject to prices in effect at the time of shipment. All prices are subject to existing taxes. We assume no liability for delivery failure by reason of strikes, accidents, fires or other conditions beyond our control. Shortages or damages must be reported within 10 days, F.O.B. above address. Seller retains title to merchandise described above until final payment is received.

Received the above merchandise in good order _____

Company _____ Buyer's Signature _____ Title _____

VOCA

VOCA CORPORATION 274 MADISON AVENUE NEW YORK, N.Y. 10016 MU 5-8171

November 1, 1966

Mr. T. Nelson
Systems Consultant
P. O. Box 1546
Poughkeepsie, New York 12603

Dear Mr. Nelson:

We very much appreciate your interest in the possibility of your buying our revolutionary new VOCA Dictating/Transcribing Machine.

We regret to have to inform you that, at this present moment of writing, we have as yet to establish a dealer for your area but hope to have this situation remedied within the next 90 days.

In the interim, we suggest you purchase a VOCA direct from us. We enclose an order form for your convenience and, should you decide to purchase your VOCA from us direct, we would appreciate if you would return this order form filled out as to your exact requirements, accompanied by your remittance.

Should you require service at anytime before the establishment of our distributor in your area, it would then be necessary that you return your machine direct to our Service Department here in New York City and it will be promptly serviced and returned to you.

Should you decide to favor us with an order, we give you this unqualified guarantee. Should you for any reason, within ten days after you have received your VOCA, decide that the VOCA is not the finest dictating machine you have ever seen or used, you may return your purchase to us and receive a refund in full.

We again thank you for your interest and enclose literature for your inspection.

Sincerely,

VOCA CORPORATION



Roy M. Bloom

RMB/sm
Enc.